

## How to Be More Creative | Rick Rubin & Dr. Andrew Huberman

When something feels creatively right And you're sensing it and um and you're there let's say in the studio or maybe even you're listening to something that somebody sent you How do how do you translate that given the absence of of language How how do you translate that into a conversation with the artist And again this could be about writing or comedy or you know science or podcasting that matter How do you say that keep going that way when they might not even recognize that they did it And I'm guessing a lot of times they don't Yeah sometimes they don't It depends when we're in the I I'll try to be in a in a setting where as we're talking about it we can engage with it in that moment So it's not much good Um Let's say I was producing your new record and you played me something and I had some thoughts about it It wouldn't be so helpful for me to tell you what those were It'd be better for us to wait till we were in a place where we could try things and see where it goes Um So the first thing is I wouldn't rely on language to do it It would be more of a making a suggestion of something that's actionable We try it and then we have more data and either we're moving in a good direction we're moving away from it we're moving towards it or away from it and we never know And so it's always an experiment and maybe a simple way to talk about it would be like um if I gave you two dishes of food and asked you to taste them and tell me which one you like better It's pretty usually it's pretty straightforward you know when you have two choices which you like better And I think most creativity can be boiled down to that That's very different than I wonder how this is going to perform on certain social media platforms That's different than what is it when I'm tasting these two things which is the one I wanna finish eating and and if I were to say hm I like this one better but it needs a little salt and then put a little salt on It's like hm maybe I put too much salt and you and you know when you taste it it's like it's it's that simple um being in tune enough with ourselves to really know how we feel in the face of knowing that other people might feel very differently which is part of the challenge It's like um if everyone tells you a AA a AAA and you listen and you're like that's b um as an artist it's important to be able to say to me it's b and that's a di it's a disconnect because so much of you know when we go to school it's to get us to follow the rules and in art it's different because the the rules are there as a

scaffolding to be um chipped away as need be Sometimes they're helpful sometimes they're not and sometimes we'll even impose our own rules to give something its shape So we can decide to make a um we're gonna make a painting but we're only gonna use uh green and red are the only clothes we're we're allowed to use We decide that in advance and then how do we solve the problem Knowing all we have is green and red Um It it can because otherwise if there's an infinite number of choices anything can be anything You know it's like it's it's um sometimes more choices is not better So limiting your palate to something manageable forces you to solve problems in a different way Now in our um in our digital age um music wise you can make anything um digitally there's no like in in there was a time when if you didn't have a guitar in the studio you couldn't record guitar or if you didn't if you couldn't hire an orchestra there couldn't be orchestra on your recording now you can just call any of those things up So there's infinite choices and infinite choices don't necessarily lead to better uh better compositions or better Final uh final works Understanding how how you feel in the face of other voices without second guessing yourself is probably the single most important um thing to practice as an artist or skill set to develop as an artist is to know how you feel and own your feelings And the and the key to that is not I know So I know what's right for you It doesn't work that way It's just I know for me and the reason I chose to be an artist is to demonstrate this is how I see it If I'm if I'm undermining my taste for some commercial idea or uh it it defeats the whole purpose of doing this This is not that's not what this process is about This process is I'm doing me and I'm showing you who I am and you can like it or not But either way this is still how I see it